

# **New Forms of Advertising Affecting Devolli Corporation**

Ardita Kasemi

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Master's Thesis  
2019

 **Tomas Bata University in Zlín**  
Faculty of Management and Economics

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Tomas Bata University in Zlín  
Faculty of Management and Economics  
Department of Management and Marketing  
Academic Year: 2018/2019

# MASTER'S THESIS ASSIGNMENT

(PROJECT, ARTWORK, ARTISTIC PERFORMANCE)

Degree, First Name and Surname: **Bc. Ardita Kasemi**  
Personal Code: **M170158**  
Degree Programme: **N6208 Economics and Management**  
Degree Course: **Management and Marketing**

Thesis Topic: **New Forms of Advertising Affecting Devolli Corporation**

Thesis Guidelines:

## Introduction

Define the objectives and the application methods used in the Master thesis.

### I. Theoretical part

- Elaborate a critical literature review for Advertising and New-Age Advertising.

### II. Practical part

- Analyze the current situation of the selected company.
- Prepare Advertising Campaign for the selected company.
- Present the project together with risk and cost analysis.

## Conclusion

Thesis Extent: cca 70 stran  
Appendices:  
Form of Thesis Elaboration: tištěná/elektronická

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Thesis Supervisor: doc. Ing. Michal Pilík, Ph.D.  
Department of Management and Marketing  
Date Assigned: 14 December 2018  
Thesis Due: 16 April 2019

Zlín, 14 December 2018

L.S.

doc. Ing. David Tuček, Ph.D.  
*Dean*

doc. Ing. Pavla Staňková, Ph.D.  
*Head of Department*

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## **ABSTRAKT**

Czech abstract

Tato diplomová práce se zabývá novými trendy v reklamě, které ovlivňují zvolenou společnost. Teoretická část zahrnuje určitou historii, vývoj reklamy a nové trendy a nástroje digitální marketingové a online reklamy. Praktická část se skládá z historie společnosti, jejich poslání a vize. Praktická část se také skládá z marketingové strategie a návrhu nové reklamní kampaně, a to vytvořením nového konceptu reklamy a pomocí online reklamních nástrojů.

Klíčová slova:

Reklama, Marketing, Online reklama, Digitální marketing, Internetový marketing, Online Marketing, Nové trendy, Trendy.

## **ABSTRACT**

English abstract

This Diploma Thesis deals with the New Trends in Advertising affecting the selected company. The theoretical part comprises some history, the evolution of advertising and the new trends and tools of digital marketing and online advertising. The practical part consists the history of the company, their mission and vision. The practical part also consists the marketing strategy and the proposal for a new advertising campaign, by creating a new advertising concept and using online advertising tools.

Keywords:

Advertising, Marketing, Online Advertising, Digital Marketing, Internet Marketing, Online Marketing, New Trends, Trends.

## **ACKNOWLEDGEMENTS**

I would like to express my appreciation to all of my professors and the administrative staff at Tomas Bata University in Zlin, especially my supervisor doc. Ing. Michal Pilík, Ph.D, for their continuous support during my master studies. I would also like to thank the Czech Government Scholarship programme, together with the international office of Faculty of Management and Economics, for guiding me and giving me the opportunity to study in Czech Republic.

Lastly, I would like to thank my family, especially my parents Betim and Ardiana, for always encouraging me to be a better person, for their love and support during my studies away from them. I will forever be grateful to you.

I hereby declare that the print version of my Bachelor's/Master's thesis and the electronic version of my thesis deposited in the IS/STAG system are identical.

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## INTRODUCTION

Today, many theories and strategies on advertising and marketing have been developed, and competition in this market has taken the form of a tactical struggle. Every second from the design phase of the product to the packaging, the position of the product on the shelves until it meets the consumer, is applied as a requirement of the strategies based on scientific research and experience. Unfortunately, this is not the case in Kosovo. Even though the advertising agencies and PR companies are growing every day, and working towards the goal of creating a more aware business community, many companies, including big corporations, don't have any existing marketing strategy.

In order to be able to direct its business towards achieving its goals, a company must develop a strategy that enables it to perpetuate its own business of continuous market changes. The speed of adapting the company to new market conditions depends on preparing the enterprise for these changes. Farsighted businesspeople anticipate the challenges and chances that the development of any particular situation in the market can bring. They adjust business goals and determine the resources needed to achieve these goals.

Nowadays, companies give more importance to consumer demands and expectations compared to the past. The target group is faced with various advertisements in daily life. These ads are for direct sales and can also be image ads. It has become really difficult to get rid of this mess of advertising and not reach the message by addressing the target audience. In order to avoid wasting expenses, advertisers must pay attention to advertising tools. With the advertising tools of the past century, reaching today's customers is both difficult and time-consuming and, of course, the high cost of expenses is another aspect. In addition, it is easier to measure impact in today's advertising tools than other commonly used traditional tools.

Companies and advertisers now pay attention to the frequency of the use of advertising tools by the target audience when creating their creative strategies. Today's customers benefit from technology to the fullest and provide the flow of information in this way. In corporations, they must use these advertising tools while creating their corporate image.

Creating an Online Advertising Campaign is important in terms of understanding the concepts of creativity and creative strategy in a conscious manner and in particular to understand the application of the marketing strategy.

## **I. THEORY**

## **1 LITERATURE REVIEW**

### **1.1 DIGITAL MARKETING AND ONLINE ADVERTISING**

Over the last few years, digital marketing strategies and online advertising methods have been of great importance in the world of communication technologies, virtual businesses, online agencies and advertisers in general. It has become an important component for a large number of search areas, thus we can mention: e-marketing, e-business, e-finance, e-learning i.e. distance learning, e-markets and so on. The revolution in Information and Communication Technology (ICT) has changed not only our lives but also the way people do business. In recent years there has been an increase in the number of advertisers who use the internet and other electronic media to realize their own marketing efforts, thus giving priority to electronic marketing as a new philosophy and phenomenon. According to an ITU report (2018), in the world there are about 3.9 billion Internet users who make up 51.2% of the entire world population. The reports also show that the percentage of population using the Internet in developed countries has grown from 51.3 percent in 2005 to 80.9 percent in 2018. In general, the number of internet users is growing rapidly. This trend is also accompanied by the growing confidence of people to do business, buy and sell, and also get their information on the internet.

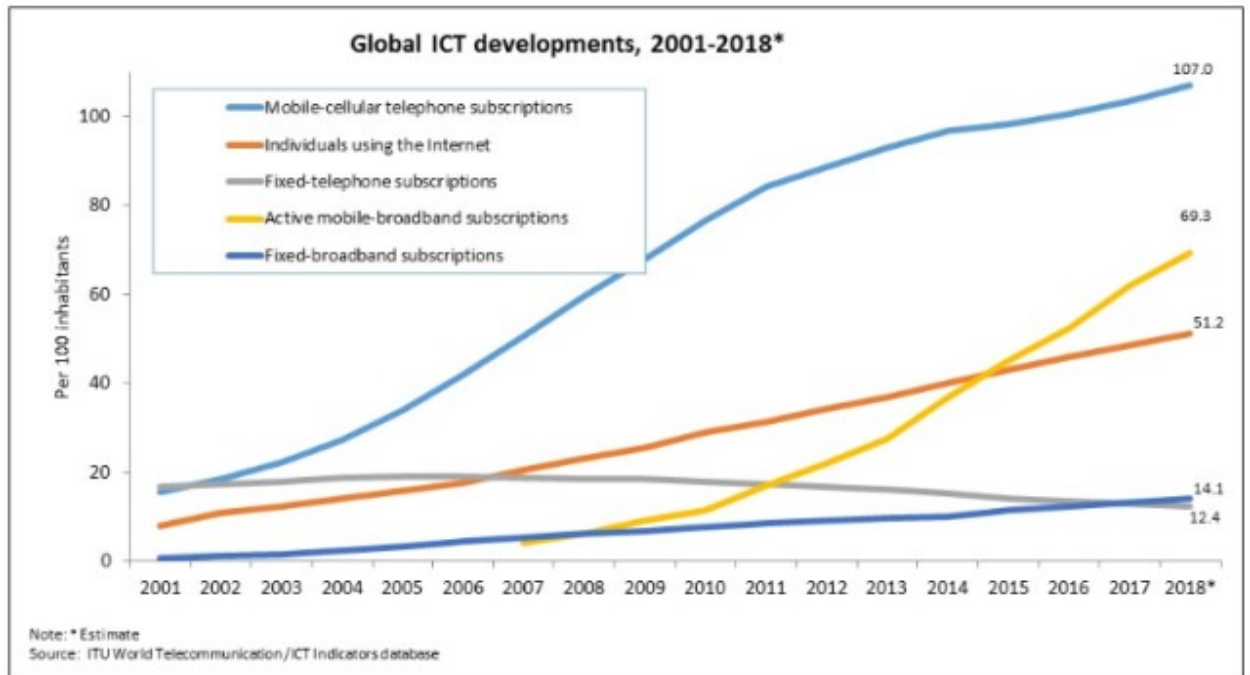


Figure.1.: Global ICT Developments, 2001 – 2018 (estimated)  
Source: ITU World Telecommunication/ICT indicators database

The increase of these online trends may be an attribute to the increasing consumer confidence and improvements in the security aspect of online markets. Customers who make online purchases are more confident about the suggestions and ratings of friends and other internet users (consumer forums and discussion groups) than on other companies' advertising media (Kapferer, 2008).

The term 'digital marketing' in the English language is used in various ways, and that can be understood as 'online marketing/advertising'. Many authors use the terms e-marketing, web marketing or digital marketing to describe the phenomenon. The internet appeared for the first time in 1963, and internet marketing, or as we know it today, online or digital marketing appeared in the 90s through some simple techniques established by pioneering companies that traded their products via the internet. These years also were the years when we witnessed the first online advertisement. Since then, we have a steady increase in the interest of companies to do business online. This trend is reflected in the large investments in this regard, reaching billion-dollar figures. During the five-year period of 1995-2000, a period known as the 'dot-com bubble', millions of dollars were made in buying and selling web-sites. During these years online marketing has gone through several stages until it reached a

structured form. Rapid internet growth accompanied by relevant technologies and information has implicated every aspect of economic and social life. According to American Marketing Association, three things are clear for businesses today:

- First, the internet is very important for marketing.
- Second, successful marketing should be based on how we should integrate traditional and new business principles into a coherent online strategy.
- Thirdly, internet marketing is a novelty, compared to the traditional marketing structure, thus, a new way to interact with customers.

There are a number of marketing definitions in the literature. From the fact that marketing in the contemporary sense and form has begun to be implemented first in the United States, we are not mistaken if by definition, as the most acceptable, we consider the definition of the American Marketing Association (Approved July 2013) according to which:

*“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large”.*

Based on the elaboration of the question of what is marketing and for the full definition of the marketing term, it can be concluded that:

- Marketing is an organized activity that connects the enterprise and the market.
- Marketing is not only a sales task.
- Marketing is about research and market study, it has a huge part in making decisions about creating products and services that are acceptable to the market, deals with their distribution and sale, pursuing the level of satisfaction during and after meeting customer requirements and needs.
- Marketing has its impact not only in the area of meeting customer requirements but also in achieving the objectives of the enterprise.

Smith and Chaffey (2005) state that internet marketing is the application of digital technologies that form online channels to contribute to marketing activities in order to achieve profitable sales and customer retention (within the multi-channel acquisition and customer life cycle) through improving our customer’s knowledge of their profiles, behaviors, values and loyalty, making integrated communication with specific goals and online services to match individual needs.

On the other hand, Advertising is only one component of the overall marketing process. Advertising is that part of marketing that involves directly getting the word out about your business, product, or service to those you want to reach most. (Lake, 2019)

In his book, Basics of Marketing Management, Dr. Rudani (2010) gives several definitions of Advertising:

1. We can define the term ‘advertising’ as: *Advertising is paid form of mass communication that consists of the special message sent by the specific person (advertiser or company), for the specific group of people (listeners, readers, or viewers), for the specific period of time, in the specific manner to achieve the specific goals.*
2. More clearly, advertising can be defined as: *Advertising includes oral, written, or audio-visual message addresses to the people for the purpose of informing and influencing them to buy the products or to act favorably toward idea or institution.*
3. Philip Kotler: *“Advertising is any paid form of non-personal presentation and promotion of goods, services, or ideas by an identified sponsor.”*
4. Frank Presbrey: *“Advertising is a printed, written, oral and illustrated art of selling. Its objective is to encourage sales of the advertiser’s products and to create in the mind of people, individually or collectively, an impression in favor of the advertiser’s interest.”*
5. William Stanton: *“Advertising consists of all activities involved in presenting to a group a non-personal, oral or visual, openly sponsored identified message regarding a product, service, or idea. The message, called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor.”*

Online marketing consists of using the web as well as other digital advertising channels, to build a long-term positive relationship with customers, thus providing competitive advantages. At the core of all the activities lies the customer, therefore, they should be kept close and in dynamic dialogue to ensure high levels of satisfaction. Digital marketing and any form of online advertising is intended to provide value to customers by using information technologies. It provides additional tools for traditional marketing. The constant changes in the internet market have a direct impact not only on the instruments, but also on the objectives and goals that consequently require new tools and the use of new strategies. These factors (tools, goals, and strategies) can be used to distinguish internet marketing tools

from traditional marketing. Not all traditional marketing tools can be considered as internet marketing tools but most of them can be used.

In essence, the mission of marketing is to attract and retain customers. To meet this goal, traditional marketers use a variety of mix marketing variables including price, advertising (promotion), distribution (place), and product to satisfy current and potential customers. Marketing methods have changed and improved greatly, while companies have become more efficient in delivering messages and products. Many companies today are spending more time and money in this dynamic way through creating online presence, i.e. building websites, creating online pages and hiring advertising agencies to create strategies and concepts.

In traditional marketing, the customer's role has been very passive, today we can say that the world wide web uses the hypermedia concept that provides a more active web visitor role. Hypermedia means a variety of media content can be accessed through hyperlinks that can be used to make internet marketing and provide competitive advantages to the new economy.

*“Hypermedia is an extension to what is known as hypertext, or the ability to open new Web pages by clicking text links on a Web browser. Hypermedia extends upon this by allowing the user to click images, movies, graphics and other media apart from text to create a non-linear network of information. The term was coined by Fred Nelson in 1965.”* (Techopedia.com, 2019)

## **1.2 DIGITAL MARKETING AS A VITAL PART OF THE INTEGRATED MARKETING STRATEGY**

Many digital marketing studies have shown that online customer buying behavior varies in some important aspects from traditional customer shopping behavior. In this context, the web represents a new marketplace where traditional marketing techniques cannot always be used. On the other hand, four marketing mix elements are considered inadequate to address online customers and to influence their purchasing behavior. The digital marketing strategy is built on the basis of traditional marketing principles.

What gives the unique character of online marketing is precisely a series of specific and connective functions that are synthesized in the formula:  $2P + 2C + 3S$  (Kalyanam and McIntyre, 2002), where its components are:

- Personalization,

- Privacy,
- Customer Service,
- Community,
- Site,
- Security,
- Sales Promotion.

These features are based on the online marketing strategy and differ from traditional marketing mix; instead, they are an addition to the classic 4Ps of the marketing.

The basic concept of *personalization* (as part of online marketing) is related to the need to understand, identify and establish relationships with customers. Creating relationships with customers is one of the main marketing objectives. Using online marketing identifies customers on an individual basis and provides a greater amount of information, personalized products and services.

*Privacy* is a very important element that is associated with personalization. Companies collect and maintain the necessary information for current and potential customers. The question is: How will this information be used and by whom? The main task of marketers during the process of developing and implementing the online marketing strategy is the creation and development of a policy and information gathering procedure. Marketers need to be aware of and should consider all aspects of privacy when collecting and storing personal information of customers. Privacy is considered a very important aspect when using mix marketing online within the framework of applicable rules and laws.

*Customer service* is one of the most necessary activities before, during and after the purchase process. The most successful businesses know how important it is to provide outstanding customer service. A courteous and empathetic interaction with a trained customer service representative can mean the difference between losing or retaining a customer. (Investopedia, 2019)

We all accept the fact that online marketing is conditioned by the existence of online *communities* that are made up of individuals or groups of individuals interacting with one another. The community can be defined as: "A group that interacts for a common purpose". According to Robert Metcalfe (2007): "The value of the network, though, would be proportional to the square of the number of users. Multiply the number of networked computers by ten and your systemwide cost goes up by a factor of ten but the value goes up a hundredfold."



The same formula can be used for communities as well. The value of the community will increase with the increase in the number of its members. Customers should be seen as part of a community that interact independently or influenced by marketers.

*Sites.* Internet marketing activities are realized through digital media, i.e. the Internet. All of these activities need a localization for a site that is available at any moment and everywhere, so localization and digital interaction is required. This localization is called "site", and the website is a form of site and it would not be a mistake if we considered it as synonyms.

*The security* function reveals its importance when transactions are made through internet channels. Marketers need to consider two security-related issues: security when executing transactions on the website (so all precautions should be taken to ensure that third parties do not have access to the transaction) and security in collecting and storing data for customers or visitors.

The last but not the least important feature is the use of *sales promotion* when designing internet marketing strategies. Sales promotion has found a lot of use in traditional marketing and is considered as a highly effective and efficient communication strategy to achieve sales targets especially in the short term.

### **1.3 WEBSITE AS A PLATFORM FOR ONLINE MARKETING IN THE BUSINESS-CONSUMER SECTOR**

The internet as a concept is defined as a global computer network providing a variety of information and communication facilities, consisting of interconnected networks using standardized communication protocols. As an information exchange system, the most important aspect of the internet is the link, hence the possibility for anyone to access links. Internet usage potential for marketing activities stemmed from its overall use as a system of information sharing in the digital age up to sales through it. Information can be stored, indexed, retrieved, restructured and redisplayed automatically by the program without human intervention. The Internet connects companies with other companies; customers and people with the people regardless of the time, space, and platform of electronic programs.

The internet and the web have a whole set of attributes that determine their popularity as a marketing medium. These attributes enable companies to carry out marketing activities in a more effective and efficient way and to stimulate the value creation process. Web marketing

is the application of marketing elements on the web site. An important aspect is advertising the website and attracting visitors to it. In this context, marketing on the web should not be equated with online marketing.

Online marketing is a complete facility with all the relevant functions and tools. There are many tools available both online and offline to promote the website and stimulate visits to it. Creating a plan that combines all tools as a "whole set" is the best promotion strategy of the site. Offline tools should not be avoided when it comes to promoting online activities. Among the most successful tools that impact on site visits are: site design, social networks, e-mail notifications, advertising on various internet systems, search engines, various documents etc.

Web-based marketing is of great importance in increasing value and returning the overall investment, but does not represent online marketing, but only part of it. For the successful marketing accomplishment we have to have a site that makes the website known and encourages visitors to use both online tools and offline tools outside of it.

## **1.4 THE EVOLUTION OF ADVERTISING – TRADITIONAL TO DIGITAL**

Advertising is an industry that keeps reinventing itself and its trends change all the time. Especially within the last few years, with the digitalization and the power of social media, this change has been rapid. The growth of social media advertising has shifted the way customers interact with products and services. In his book, Veksner (2015) views advertising from the communication perspective and states that advances in communications technology create new opportunities for advertising. According to him, the invention of the printing press led to print advertising, the invention of the radio very quickly created radio advertising, and likewise for TV, the internet and mobile phones.

While traditional media advertising usually rides up and down on the waves of economic conditions, many advertisers have shifted more money into social media and mobile (Altstiel and Grow, 2017). Social media (sometimes called Web 2.0) describes websites that provide user-generated content. Whereas traditional media is controlled by editors, social media allows users to dictate the agenda. (Tunovic-Becirovic et al., 2013)

Since advertising is a service industry, a tool deployed by business, many of the changes that have affected advertising are changes in the business landscape. As business has become more efficient, more hi-tech and more professional, the business of advertising has too. (Veksner, 2015) Creatives have to understand how to do business in the digital space and anticipate an increasingly faster pace to changes in technology, pop culture and online viewing trends. That means you will have to know more than how to create a banner ad or post a tweet. You may have to develop entire online communities for very specific target audiences and find ways to keep them engaged... and oh, by the way, you still have to sell something. (Altstiel and Grow, 2017)

According to Cluley (2017), the ways that we change demand through communication in any context is determined by three factors:

- Advertising changes because of real changes in consumer behaviors, media technologies, markets and cultures.
- Advertising changes because of perceived changes in consumer behavior, media technologies, markets and cultures on the part of businesses, organizations and advertising practitioners.
- Advertising changes because of theoretical changes about how customers, markets and cultures work. These are promoted by academics, researches and industry experts.

In the attempt of painting a picture about the evolution of advertising through time, Veksner (2015) presents us a chronological order of his idea of '100 ideas that changed advertising', and some of them are:

- The Poster - Posters are the oldest form of advertising. The ancient Egyptians used papyrus to make posters; commercial and political posters were found on the walls in the ruins of Pompeii. And as roads and cities multiplied, the billboard business thrived. Even today, few media can match the poster for impact.
- Branding – as the cities of the Middle Ages grew, tradesman advertised their services by putting up signs – a cobbler would use a boot, and a blacksmith a horseshoe – since the general population could not read. These professional 'marks' evolved into brands, some of which are now worth billions of dollars.

- Press Advertising – in the seventeenth century, advertisement started to appear in weekly newspapers in England, promoting books and other newspapers to a newly literate population. The other important category, in disease-ravaged Europe, was medicine.
- The Advertising Agency – the first advertising agencies were just bulk-buyers of ad space. The industry only took off when they began to create as well as place their clients' ads.
- Publicity Stunts – rather than pay for advertising space, a publicity stunt is an attempt to garner editorial coverage in newspapers, on TV and on the internet. The stunt itself may only be seen by a few, but if it is bizarre or controversial enough, the resulting PR could be seen by millions – and it is all free advertising.
- Product Placement – product placement is the art of inserting products into films, TV shows and video games – often so seamlessly that the audience does not even know they are being sold to.
- Slogans - *Liberté, égalité, fraternité* was the slogan of the French Revolution more than 200 years ago but it still has resonance today. And that is exactly what the best brand slogans aspire to – memorability and persuasive power.
- Sponsorship – although some members of the public believe sponsors are 'supporting' an event out of philanthropy, sponsorship is in reality a hard-headed commercial arrangement, designed to raise awareness, build brand loyalty and drive the company's bottom line.
- Television Advertising – the first TV ads were black and white, rather static and very dull. But within a few years, the medium had evolved into the most powerful form of mass communication yet devised.
- Campaigns – an advertising campaign is a series of messages that share a single theme, which can run across different media over a period of months or even years – and which is far more effective than a sequence of unrelated ads.
- Lifestyle Advertising – most advertising focuses on communicating product benefits, but so-called lifestyle advertising, which came to prominence in the 1980s, virtually ignores the product and instead seeks to demonstrate that it understands the lifestyle of the target consumer, positioning the product as 'for people like you'.
- Scam – also known as 'ghost ads', scam ads are created by ad agencies purely to win awards, rather than in answer to a real brief. Sometimes the work has never run; in

extreme cases the client whose logo appears on the ads is not even aware of their existence.

- Digital Post-Production – advances in computer software have enabled advertisers to conjure the seemingly impossible; photographically realistic depictions of fantastical characters, creatures and worlds have become an everyday feature of ads in every medium.
- Customer-Relationship Marketing – companies spend millions on advertising to attract new customers. But what about the ones they already have? The insight that it is easier – and cheaper – to retain an existing customer than attract a new one has created an entire sub-industry within advertising known as CRM.
- Viral Marketing – when someone shares an ad with a friend, the advertising idea is passed from one to the other – like an infection. And if each infected person goes to infect two more, then the virus spreads exponentially, and a firm can receive millions of views in a few hours.
- Social Media - there are almost as many definitions of social media as there are social media websites, but in short, social media refers to the methods that people use to share things on the internet. And its development has had huge implications for the advertising industry.
- Online Advertising – online advertising started as a tiny market, offering simple static display ads that mimicked the form of print ads. Today it is not just the most creatively dynamic medium in the industry, it has become the second-biggest medium after television. And the gap is narrowing.
- Advergaming – from the days of Atari and Pong, when it was a niche hobby, gaming has exploded to the point where the vast majority of the US population now plays video games (83 percent, according to a 2009 study by TNS Global). Advertisers could not ignore the pastime's popularity and began creating their own brand games.
- Branded Content – companies had been sponsoring programmes since the early days of radio, but the notion of 'branded content' takes the idea a step further – instead of just financing the programme, the advertiser actually creates the programme. The result is essentially a fusion of an ad and a TV show.

- Facebook – a social-networking site, launched in 2004, where users can create a profile, add other users as friends and share messages, photos, videos and event invitations. Named after the class lists handed out by universities in the US, it is the world's second most popular website (after Google).
- Youtube – a video-sharing website whose scale is beginning to dwarf that of television. Most of the site's material is user-generated, but increasingly it is hosting professionally created content such as music videos, TV shows – and ads.
- User-Generated Content – with high quality digital video cameras now easily affordable, you do not need the backing of a Hollywood studio to make a film – and you do not need an advertising agency to make an ad. Marketers as diverse as Nestle, L'Oreal and General Mills have invited customers themselves to create some of their commercial, as opposed to an ad agency.
- Twitter – a social networking platform that enables users to send and read short text-based posts known as tweets. Its rapid growth and uniquely 'social' environment have made it an in-demand new channel for advertisers.
- Neuromarketing – new findings about how the brain works are starting to have an impact on how advertising is created. A new wave of research companies have begun using neuroscientific technology – originally developed for medical purposes – to scan customers' brains. And marketers are using the information to refine their advertising messages.

## 1.5 NEW TRENDS OF ADVERTISING

- New Forms of Advertising

Advertising trends have evolved from the quintessentially traditional print ads and TV spots to new marketing strategies that include QR codes, co-branding, content marketing and online advertising (Altman, 2019). The latest trends in digital advertising are all about responding to customers' actions with more nuance, accuracy, and relevancy than ever before (Hou, 2019).

When we examine the structure of classical television commercials, we see that ad scenarios have a standard narrative structure and the shooting techniques are similar. Similar codes; In television commercials, it is considered as a guarantee to save time, to reduce unforeseen costs and to deliver the advertising message to the audience. When we split a commercial film, we have an ad scenario (image definition, lines, external sound), raw images, fiction,

and commercial music. It contains a message in each ad scenario. This message depends on the ad's function. The functions of the ad can be arranged as general information, image creation, reinforcement, reminder, repositioning. The messages created for these purposes are based on direct selling and indirect selling techniques; rational and emotional messages are divided into two. While rational messages generally exemplify the type of an informative message in a serious manner, emotional messages are classified into sub-groups as humorous, realistic, musical and exaggerated narrative styles (Bati, Karabağ et al., 2007). In an average 45 second commercial film, a problem is presented and solutions are suggested in accordance with these functions. The problem does not have to be a concrete and visible problem. Things that cannot be measured, such as loneliness, failure, and not feeling well, can be accepted as a problem and a solution can be offered. When we examine the shooting techniques, we can say that there is not a lot of distant shots due to the time limitation of the advertisements. As the gravitational scale becomes closer, it becomes easier to transfer emotions. In other types of programs, the default zooms that distract the viewer are not seen in commercials. In the advertisement setup, a dynamic effect is often created by using interrupts. Repetition of the slogan or brand name with the help of external voice at the end of the commercial film is a practice that has become a tradition. The last frame of the film is divided into the written form of the emblem and the slogan. In this way, the advertising message is reinforced.

Guerrilla advertising and viral advertising are quite outside these patterns. These advertisements cannot create the targeted effect when they are prepared to comply with the above-mentioned standards. Guerrilla advertising and viral advertising should therefore be produced with new codes. The role of the internet in our lives has a great role in the rise of word of mouth marketing, which has recently increased its effectiveness. Viral advertising has been a new channel for word of mouth marketing at this point. Viral marketing strategies can be listed as follows (Argan, 2006):

1. Sending free goods or services
2. Providing effortless transfer to others
3. Spreading easily from small to large audiences
4. Using general motives and behaviors
5. Taking advantage of the existing communication networks
6. Taking advantage of other resources

Viral advertising within the scope of our subject can be explained by using especially strategies 2 and 3 from these strategies. Effortless transfer to other people and small masses to spread easily to the masses of the Internet is the action of one's right. Viral advertisements spread at great speed and are shared by thousands of people, as highlighted in these articles - if they are chosen by the mass that is overwhelmed by thousands of messages. The snowball effect coincides with the characteristic of the channel. The sharing is done voluntarily and the audience acts as a brand spokesperson by sharing the ad after performing the follow-up action, making the viral ad a special genre.

Guerrilla advertising and viral advertising are two types that are mixed together. An important common point of the two types is that the ad is not made like advertising. While many guerrillas watch the ad, you won't know which brand and product are promoted until the end of the ad. This is what makes these two types attractive. It is the pleasure and surprise of the audience. This new narrative format is fun for the viewer who is biased against television ads, so the successful guerilla and viral advertising are the advantage to at least create a good brand image. Although they are similar to each other in terms of species and purposes, these ads differ from each other by fundamental structural differences. We can list these differences in the item:

1. The way in which guerrilla advertising is born is based on a low cost. In viral advertising, rather than cost, word of mouth advertising is important.
2. The main venue in the guerrilla advertisement is the street. The studio environment is kept as far as possible. Outdoor objects, plants, buildings, benches, street lamps and similar objects and structures are part and material of advertising.
3. In the guerrilla advertisement, the public is also allowed to participate in the advertisement without being aware of the advertisement. Guerrilla advertising is interactive. It is the response of the participants who are part of the advertising without knowing it. In viral advertising, the cast members are asked to be more natural.
4. Guerrilla commercials are professional in production techniques and commercials are aesthetically pleasing. With a successful setup, advertising is converted into a product that can be tracked many times. On the other hand, viral advertising is purposely prepared in a more amateur way, in order to perceive the natural vibe of the commercial.
5. Guerilla marketing is applied in a limited geographical area. Every guerrilla marketing ad does not spread on social media. Some of the guerilla advertisements shared on social media



can create a viral advertising effect. Therefore, guerrilla advertising has a structure that can be combined with viral advertising. Viral advertising is a species that is intended to spread like a virus and the starting point of this spread is the Internet.

- New Trends and Tools of Advertising

According to Brooke (2019), these are the most common types of digital advertising:

- Display ads

Display Ads are the visual ads that pop on the websites that are related to your product, content or service. Instead of the traditional and basic banner ads that were used before, now display ads appear as static images, text, floating banners, wallpapers, popup ads, flash and videos. These types of ads are cheap and easy to set up, usually by contacting the website directly and making a deal. Companies that use Google Display Network also benefit from demographic, geographic, contextual and behavioral targeting to help them target their audience more accurately.

- Social media ads

Jolly (2019) states that social media advertising is the best advertising bet for quick ROI. He thinks that the only marketing strategy that can bring in consistent sales from day one is advertising on social media, especially on platforms such as Facebook, LinkedIn and Google+ for social networking; Twitter and Tumblr for microblogging; Instagram, Snapchat and Pinterest for photo sharing; YouTube, Facebook Live, Periscope and Vimeo for Video Sharing. Social media advertising proved itself to be not only efficient but effective, leading to companies perfectly targeting their audience either by organic or paid ads (Brooke, 2019).

- Email marketing

Email marketing can be described as using email to promote products and/or services, and most importantly, to develop relationship with customers and potential customers. The advantages of email marketing are the price and ease of it. It can be used to target a group of customers or even one person only (individual customers). (Ward, 2018)

- Advergame and Video-Ad

Advergame is an indication that we cannot escape advertising. Advergame, which is designed by placing ads in online or offline computer games, contributes to creating a consumer database while supporting the marketing goals of the brand by giving advertising

messages to the user in a pleasant environment. The players in the position of actors have an emotional connection to the brand's story and collaborate with the brand (Özkaya, 2010). The first advergaming applications were seen in Dominos Pizza's Avoid the Noid game in 1989 and in the Seven-Up brand's Cool Spot in 1993. Advergame, which shows ads to the user in an unexpected environment, turns into a secret marketing tool by adding details such as an emblem, logotype, product name and product packaging into the computer game.

Video Ads, along with Advergame, have begun to gain a new dimension. Controlling the Internet environment is easier than controlling the TV environment, and this has triggered the development of video ads (Şahin, 2014). A model called linear advertising is the same as broadcasting a TV ad before, during, or after a program. Video ad types are defined as pre-roll, mid-roll, and post-roll. In the pre-roll ad model, the ad is shown before the video content starts. In the mid-roll ad model, the ad is shown in the middle of the video content. The post-roll ad model displays the ad after viewing the video content. The non-linear ad is displayed on the bottom band simultaneously while the video content is displayed, while the overlay ad is the model on which the video or graphics-based or text-based ads appear on the top of the video (Şahin, 2014).

#### - SEM

Search Engine Marketing (SEM) is the most popular and the most common form of online paid advertising. This method works with companies bidding on keywords, so when potential customers or clients search the said word on one of the search engines (Google, Bing etc.), the highest paying company ends up on the top of the Search Engine Results Page (SERP), and pops up the first on the search engine result. (Brooke, 2019)

The SEM is divided into two components: SEO (Search Engine Optimization) and SEA (Search Engine Advertising). The first one is free and indicates a set of practices implemented to increase the natural, or "organic" visibility of a site on search engines, improving their positioning on the pages resulting from a search for relevant keywords. The second instead indicates paid advertising on search engines.

#### - PPC

Pay Per Click (PPC) is a way of buying advertising, paying based on the clicks that the end customer makes on our advertisement. google is a master in this form of advertising. It is a means to promote something here and now, suitable when you have a product to store and

you want to reach a multitude of people in a short time. The positive side is that the budget is programmed first and there are no surprises (the operation is always managed correctly). The cost varies according to the topic that is, to what is sought, to what other customers are willing to offer for a click. Here are interesting applications of google that in the management of the campaign lets set the budget and compare them with potential competitors, triggering an upward game based on what is sought or used the sector; in fact, we find clicks from 10 cents and clicks from a few euros of cost.

## **II. ANALYSIS**

## 2. THE PROJECT

Advertising on traditional media, especially on television and programs with high ratings, requires a big budget allocated to the marketing department of the company. This puts a lot of pressure on advertisers and marketers when they are curating marketing strategies and advertising campaigns and pushes them to be creative under certain circumstances. Creativity in television commercials, ad content, thoughtful metaphors embellished with symbols, are not observed to be adorned with fine references. Instead, the use of remarkable jingles, the implementation of the star strategy according to the trends of the period, the creation of different clips with mascots or animated characters are often seen in the production of original ads.

With the variety of the brands and products growing every day, the accumulation of knowledge in this sector and also, the professionalization of the advertisers and the development of technical facilities ensure the standards increase in the production of advertising. In the first ad texts, the instructor who dictated the advertising message to the target audience replaced the teaching language with the word games, and the advertisers who reflected the current of cinema aesthetics on the advertising changed their form. Although this change in form has been slower in the traditional mass media, it can be said that the Internet has been freed from the advertising chains as a new medium. According to Ertike (2014), nowadays there are three types of advertisements:

### COMMERCIAL ADVERTISEMENTS

- Television
- Radio
- Cinema
- Internet
- Printed advertising
- Outdoor advertising

### NON-COMMERCIAL ADVERTISEMENTS

- Social advertising (Public spot)
- Anti-advertising

### ALTERNATIVE ADVERTISING TYPES

- Guerrilla advertising
- Viral advertising
- Shock advertising
- Product placement
- Subliminal advertising
- Neuro-advertising (Neuromarketing)

In line with the development of the new media, advertising practices which are accepted as alternatives to traditional media have become widespread. The preferability of the Internet as an advertising medium, although in Kosovo not as high as the television yet, can be said that this complex platform is rapidly becoming an attraction for advertisers. No matter that the younger generation is moving towards digitalizing in the context of new-age media, the presence of television is very high in Kosovar households. This is the reason why this campaign, as much as it is focused to be executed in social media using new-age advertising tools, it has to be also in a form to be shown in the TV.

## **2.1 Introduction to Devolli Corporation**

According to the catalogue that was prepared by Hazri (2012) and published by the company, and also with the online information taken from their website ([devollicorporation.com](http://devollicorporation.com), 2019), this is the gathered information about the company.

The Devolli Company was established by Ibrahim Devolli in 1990. Initially it was known as Devolli Commerce. Times were challenging when in the beginning in 1990's, Ibrahim Devolli found the strength and the courage to invest in Kosovo, starting as a small company with 30 employees and very simple technology. The company, to date, grew more than ten-fold and currently is a well-known regional corporation with more than 500 employees and state of the art technology, operating as the prominent Devolli Corporation.

Since its establishment in 1990 the company was continuously innovative with its products and production technology, aiming always to meet clients' needs and to remain a prominent leader in the market.

- History

Devolli Corporation was established in 1990, initially registered as Devolli Commerce.

The beginnings of Devolli are closely linked to the general Kosovo mindset, which is known for its aspirations to develop and strengthen private economy. Currently, Devolli Corporation is one of the main contributors of economic development in the region of Peja and elsewhere.

Devolli Corporation is proud of its long experience and its proven record of quality standards. The company is committed to continue to gradually enhance and expand our production program and service portfolio, consisting of a wide range of activities, but at the same time to maintain a stable status of assets.

After so many years of business experience and continuous growth, the company is ready to face technological, economic and ecological challenges of the future. Moreover, owing to its modern technology, management and development strategy, Devolli Corporation is ready to meet clients' needs for qualitative products at any given time or moment.

Currently, Devolli Corporation has a qualified staff of managers and employees more than 500 people focusing to meet clients' needs. The management aims to increase the number of employees to thousands in mid-term future. With its comprehensive network, Devolli Corporation manages to supply with its products and services all parts of Kosovo, Albania and Macedonia. Slowly but steadily, the company is expanding its exports in other countries as well.

- Mission and Vision

Products of Devolli Corporation to become first choice of customers and to be present everywhere where the business activities are carried out.

- Strategy

Devolli Corporation strategy is based on the following segments:

- Customers' Relations
- Product Management
- Quality
- Loyalty of Staff
- Staff and Community Development
- Sales Progress
- Research and Development and Cost Control

- Quality

The team of experts, in line with market requirements, conducts market needs analysis and based on results, sets the concept for the new products. Creating and producing a safe and desired product is a complex process of different steps and phases. Quality control is conducted by a professional team who provides the highest level of analytical support. Differentiation of the products is one of the main points where the company focuses.

- Customers

Each client has their specific needs and every supplier must listen carefully to these needs and make them part of everyday life! Satisfied customers, together with satisfied staff, are the most valuable asset of the company. Customers are considered the greatest value, therefore the company dedicates them special attention, and they communicate openly and responsibly with them in order to establish trust and mutual respect. Having wonderful relations with customers, Devolli Corporation increases their investments and offers them innovative products and services, aiming at a long-term relationship with them.

- Social Responsibility

Devolli Corporation tries to achieve the highest standards of social responsibility. Moreover, the company believes in the importance of creating a large and sustainable company that provides different innovative products and services. The strategic dedication includes responsibility towards the staff, business partners, environment and responsibility towards the public sector. Considering the growth as an integral part of development of society, the contribution to the society is in the heart of the business philosophy.

- Staff

“The value of a company will grow only if it gives additional value to others.”

At Devolli Corporation, the workers carry their daily duties as a family, based on the basic values, where team work and relations between staff are the main points. Until 2012, Devolli Corporation employed about 500 staff of different qualifications; in the future it is expected for the number to grow further. Close cooperation between managers and staff, including the working environment, enables Devolli Corporation to continue with growth in every aspect. One of the most important pillars what Devolli Corporation pays specific attention to is career advancement for all employees.



- Products, Services, Investments and Memberships



Figure 2.: Products, Services, Investments and Memberships from the ‘Devolli Corporation’ Catalogue

- Products and Services

Brands of Devolli Corporation are customers’ products. Products are produced, distributed and sold in Kosovo throughout the region: Albania, Macedonia and further in Europe and United States of America. By regular investment in technology, respecting the current trends of world coffee markets, but having in mind the desired and expectations of the clients, the company has continuously been creating top quality products.

- Coffee Factory

Respecting the customers’ desires and offering them more than just taste, Devolli Prince Caffè has developed an entire concept of coffee enjoyment. The company is constantly attempting to create even more innovative, modern and attractive products, perform market research and introduce new technologies to the manufacturing process. Since 2003, Devolli

Prince Caffè cooperated with coffee producers from all over the world, in order to select the best coffee of European quality standards.

In their factory in Peja, Devolli Corporation does traditional roasting of coffee and perform quality control, focusing on taste and constant flavor. Packaging is an asset for Devolli Prince Caffè as it contains several layers to conserve the aroma for a longer time and is resistant to sun and humidity. The Turkish coffee of the brand is certified by HACCP and ISO standards. HACCP (Hazard Analysis and Critical Control Points) is a management system where the food safety is addressed through biological and chemical analysis and control, physical dangers during raw material processing, procurement and training, until the production, distribution and use of end products. HACCP is designed to be used in all segments of food industry, from growing, yielding, producing, distributing and preparing food for consume. ISO 9001: 2008 sets the criteria for quality of management and is the only standard that can be certified in a family (although is not a requirement). It can be used in every organization, regardless of its size and regardless of the industry or nature of business activities. It helps customers to obtain good products and services that bring many business benefits. Standards are based on a number of quality management Principles, including strong focus on customers, motivation and engagement of higher management, and the process of continuous access and improvement.

- Coffee Factory Products

*Devolli Prince Caffè* is an original mix of original and selected beans of coffee, in compliance with unique recipes and designed for those who enjoy strong and traditional taste of coffee. It is the most sold product from the Devolli Prince Caffè and the most sold coffee product in Kosovo. The success of this product is based on the beans of highest quality that are selected, roasted, blended and packed in a qualitative packaging that contains flavor, taste and freshness.

*Prince Gold Espresso* is a wonderful mix roasted in Italian style.

*Grande Aroma* is a special mix of roasted coffee of premium quality with blended coffee, made of carefully picked beans.

*Dolce Aroma, Prince Espresso* made many tests and tried to find the best recipe and appropriate mixture based on research and development. This is the product that is produced with

the highest capacities and is distributed all over Kosovo, Albania, Montenegro and Macedonia. This product now stands as a leader in the new civic culture of espresso that is established in Kosovo.

- Other coffee products by Devolli Corporation:

*Prince 3 in 1*

*Canned Coffee Prince Instant*

*Prince Horeca & Coffee Creamer*

*Gold & Decaf*

- Prince Coffee Shop

In November 2009, Devolli Corporation opened its first Prince Coffee Shop in the capital of Kosovo, Prishtina. Based on its excellent performance and great success, Devolli Corporation opened Prince Coffee Shops in Peja, Prizren and other cities as well.

Coffee brand presentation is an important and integral part of our business. Currently the coffee shops serve more than 50 recipes of coffee prepared by skillful and trained staff, paired with homemade cakes and biscuits.

Other products and services

- The Factory of Sponge, Inner Springs and Mattresses

Devolli Corporation aims to increase the development and distribution of mattresses, inner springs, and sponges with world's highest standards. The company, with a long tradition in producing and distributing mattresses, offers comfortable and relaxing products to its customers.

In 1992 Devolli Group began producing sponges in Kosovo, while production in Albania began in 1995. Since then, production capacities have steadily grown. In 1995, Devolli Group expanded its activities by starting the production of Styrofoam, mattresses and inner springs in Kosovo. In Albania, the production of the same started in 2002. The final products are distributed in the markets of Kosovo, Montenegro and Macedonia.

- Custom Terminal

The terminal is located inside the industrial complex of Devolli Corporation, built in accordance with European standards. The terminal has a surface of 21000 m<sup>2</sup> and hosts more than

50 businesses and offices that provide a wide range of services: custom agencies, banks, insurance companies, custom offices and other companies. In order to provide terminal services, the company has signed a long-term contract with Custom Authorities of Kosovo. The Custom Terminal is situated in Peja only, and hosts more than 20 business offices that provide services for the customs.

- Distribution

Devolli Corporation has all necessary transport means: trucks, minivans and other appropriate distribution cars.

Turkish coffee is distributed by the company itself. 90% of the territory is supplied with qualitative coffee. The auto park of Devolli Corporation has enough cars to deliver the products door to door. The distribution network covers 1500 shops and 500 HoReCa spots. The company distributes espresso in all territory of Kosovo, in coffee bars, hotels, restaurants etc. Coffee is distributed and coffee machines are maintained in more than 2000 coffee bars and restaurants. Devolli Corporation also distributes sponge and mattresses throughout territory of Kosovo. Among other basic activities, Devolli Corporation has developed and adopted a modern distribution system that covers all the territory of Kosovo. The main objective of this network is to fulfill the requirements of customer products of Devolli Corporation.

- Exports

Export demands for products of Devolli Corporation are increasing day by day. Currently, products of Devolli Corporation are being exported to Albania, Macedonia, Sweden, Switzerland, Germany and United States of America.

## **2.2 Campaigns of Devolli Prince Caffè**

Devolli Corporation is known for its marketing campaigns and advertisements, mainly focusing on their coffee products. Their Turkish coffee version Devolli Prince Caffè Turke is one of their biggest and best-known products in the market. This product was continuously present in Kosovo's market, ever since its launching, by attracting coffee admirers through different marketing campaigns.

Thanks to marketing activities and continuous communication, Devolli Prince Caffè Turke became the most beloved and demanded brand on Kosovo. This product is positioned as a high-quality product, with good and irreplaceable taste. The brand of this coffee product was

communicated at an appropriate time and place through promotional activities and with favorable price, therefore it became the first choice of the customers.

Since the name of the product contains the word ‘Prince’ in it, the marketing company in charge of the campaign played around quite a lot with this word. One of the first and most memorable advertising campaigns dedicated only to the Turkish Coffee of Devolli is released in May 2012. The campaign includes a TV commercial with Leze Qena and Leonora Jakupi, who became the face of the Devolli Prince Caffè Turke brand for several years to come. The concept of the TV commercial was based on the 1950’s style, while the inspiration came from a castle in the city of Ulcinj in Montenegro, where the commercial was filmed. Leonora Jakupi is a well-known Kosovar singer with more than 200k followers on social media, who also is loved and followed by the general public in the mainstream media. Leze Qena is an 84-year-old Kosovar actress, who is known by many generations from her roles in Albanian films and TV shows. The duo was the part of the ‘Eh... Princi!’ campaign, managing to capture the interest of many generations through different media outlets.

### Prince Instant Coffee Campaign



Figure 3.: Prince Instant Coffee Campaign banner  
Source: Devolli Webpage

Devolli’s breaking point in the context of marketing and advertising was during the time when they collaborated with the very famous Kosovar singer Ledri Vula. In collaboration with Zero Positive Publicis advertising agency, they used their very favorable product name ‘Prince’ and customized one of Vula’s songs named ‘King’ to fit the campaign that has been

going on for years. The slogan used to advertise this product was one of the lines from the song, ‘Call me Prince or Call me King’ (Ndaq thirrem princ, ndaq thirrem mbret’ in Albanian). Ledri Vula became the image of Prince Instant Coffee, and till this day, this is one of the most successful campaigns of Devolli.

The campaign is a mix of the traditional and non-traditional advertising strategies. The need to advertise mostly on television comes from the fact that in Kosovo, TV is still the most preferred medium to advertise on. The non-traditional part of the campaign was using Ledri Vula to advertise the product. Vula has a considerably large amount of following on social media, and being that he is very well-known and liked by different generations, he fits the Social Influencer profile.

He holds the 5<sup>th</sup> place on Facebook fans with more than six hundred thousand fans, and is the first person, being that the first 4 places are occupied by pages, such as portals, online magazines etc.

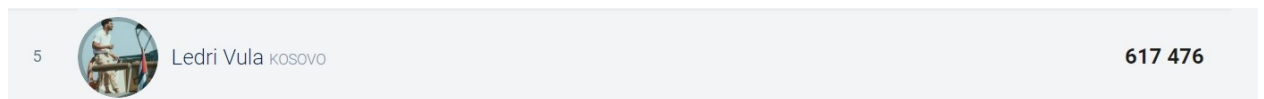


Figure 4.: Ledri Vula Facebook fans  
Source: www.socialbakers.com

Even though Twitter is now becoming a platform that people in Kosovo start to use in their day to day life, it is still often believed that the platform is used by public personas, mainly for political campaigning. However, these statistics show different results; Ledri Vula has a total of 152,004 followers on Twitter.



Figure 5.: Largest Twitter Audience in Kosovo  
Source: www.socialbakers.com

And on Youtube, where Vula's 'King' song was also published, he has more than two hundred million views in total. The said song has almost 13 million views on his channel, and it is safe to say that this has become the official 'jingle' of Prince Instant Coffee on the past couple of year, since it was published in 2016.

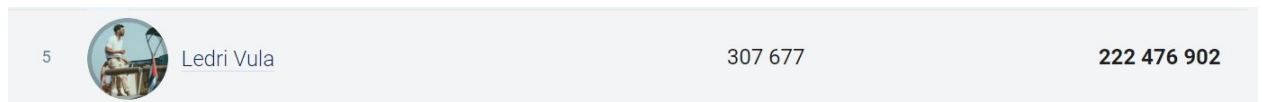


Figure 6.: Ledri Vula YouTube total views

Source: [www.socialbakers.com](http://www.socialbakers.com)

According to Zero Positive Publicis advertising agency, the launch event of his product was one of the biggest events that the agency ever organized. The event was teased for a long time before its launch, giving hints only for Vula's new song, and keeping the product as a surprise. A week before the event, one of the most famous radio shows in Kosovo called Metropol Radio Show promoted the event constantly, inviting people to join them and Vula at the capitals square, and to reveal the surprise together. The day of the launch, Metropol Radio Show held the show live starting from the morning, inviting people to go out at noon. When people arrived at the square, the place was covered in Prince Instant Coffee branding and they tried the coffee for free. At 12PM Ledri was unveiled as the new brand endorser of Prince Instant. Prince Classic was officially launched; Ledri held a concert and promoted his new song (the song of the campaign). Several promotional items besides free coffee were distributed during the event along with a CD of Ledri's new song of the campaign. This event aside from being broadcasted live from Metropol Radio was also transmitted live from Klan Kosova on television and was later followed on several online portals. (zeropositive.com, 2016)

## 2.3 The idea

Devolli Corporation, as mentioned earlier, has a lot of product and services. But, over the years, they spent their marketing budget mainly to advertise their coffee products, Turkish Coffee being the most popular and common. This mainly goes back to the coffee culture in Kosovo. Kosovo is one of the countries where coffee is not just a drink, but more of a social binder, an excuse to take a break, meet someone or even do business. It is so present in the daily life, that the phrase 'let's get a coffee' has become a synonym to many activities during the day. That being said, Kosovars take their coffee very seriously, and

don't like to rush it. The 'coffee procedure' lasts for hours, whether at home or at a café bar. This is the reason why the product of Turkish Coffee is way more popular and easier to market than the product that we are focusing on, the instant coffee Prince 3 in 1.

The main objective of this campaign is to be relatable to people. Until now, Devolli used celebrities to advertise their instant coffee product. By casting a non-celebrity to be the new image of this product, we aim to relate to the target audience and reflect their daily life. Showing somebody rushing to get to work/school, and not having time to prepare coffee in a traditional way, but still needing the energy and missing the taste of qualitative coffee, and then showing them enjoying the instant coffee and getting the same satisfaction can reach that affect in the target audience. The new slogan of this product should be in the line with this objective, this is why I think the best would be the phrase "The Same".

Since Devolli Corporation doesn't have an existing Digital Marketing Strategy and Online Advertisement Campaigns, this project proposal will have to be separated to 3 parts:

1. The video production part

With the idea being that the customers can enjoy the high-quality coffee prepared in a shorter time, we start by casting 1 or more actors that fit the targeted demographic for the video clip. Devolli Corporation needs to consider working with a production company to realize this project.

The video will show people rushing to go to school or work in the morning. On their way out, they see Devolli Prince Turkish Coffee on the counter, and they imagine how it would be, if they were able to enjoy a great cup of coffee. Instead, they grab an instant coffee pack and pour some hot water, sipping the coffee and saying the phrase "The Same", meaning that they can get the same satisfaction from the instant coffee.

The video has to be shot and edited by the production company, and received by the creative team of Devolli in several formats: 1-minute video for Facebook and Instagram posts, 10 second video for Instagram and Snapchat stories, and 5 second videos to be played in pop-ups and before YouTube videos. Besides the videos, we need several photographs of different formats to post on social media platforms.

2. Web Assets creation

Devolli need to hire a PR & Marketing manager and staff member with extensive experience on Online Advertising as internal staff. That way, they can develop PPC and SEM strategies



before the start of the campaign, review them and revise as needed to be put on the long term of their digital marketing strategy.

### 3. Online Advertising

The internal marketing staff members then will have to work on expanding Devollis' social media presence in existing platforms, create profiles in missing platforms, and work on expanding the audience engagement on the posts that are relatable. They also need to measure the outcomes, review them and recommend changes and adaptations based on the statistics.

## 2.4 Advertising channels and tools

### Social Media

Advertising on social media makes it possible to start a dialogue with the potential customers for the product or brand in the center of interest. Their main goals of advertising on social media should be:

- to realize brand recognition
- build a relationship with the target brand promotion group
- increasing the number of visitors to the website, in order to increase the activity of visitors and to understand more about sales (online)
- improve rankings in search engines (social media has a lot to do with ranking)

What are the most important and feasible objectives of the company? The answer to this question depends on different factors. To what extent, for example, is Devolli prepared to open? Even more important is to know how the target group navigates online within the existing social media channels.

Social media is mainly tailored to businesses that:

- want optimal visibility on the internet
- seek to build and expand relationships with the target group or who want to change their marketing activities
- want to give their brand a "human" and tangible image

## Facebook

Facebook Advertising helps to significantly increase visitors to the site and can still be the most effective way of advertising on social networks. Facebook continues to have the largest number of users, of any age group, giving Devolli the opportunity to address more than a certain group of customers.

Devolli can target their audience using Facebook's location, age, gender, or interests. They can also have an option to address the advertisement to only those people who have previously visited their website. Facebook Advertising not only offers a great audience, but companies can follow how effective advertising has been, by generating reports in real time.

## Facebook Retargeting

The Facebook Retargeting ads are created by targeting people who have previously been interested in Devollis brand. The advertisers may want the customers to have a certain buying habit. Although this is a very clear request, unfortunately it does not seem very possible. It is very realistic and not very common for people who follow a company on Facebook to become customers. A professional and detailed study is needed to convince people to buy.

The purchasing process does not work the same for everyone. When people visit a certain website, they will probably leave the site before the first purchase. Months later they can discover an ad. They may encounter a campaign in the intervening time. The process of purchasing is often a more complex way than is thought. Therefore, it is necessary to steer the target audience on this road. One of the methods that will help in this process can be defined as retargeting. Unlike typical banner ads, retargeting ads already visited the site or a way to target people who were familiar with Devollis brand.

There are two basic types of retargeting: pixel-based and list-based. There are some differences between these types and they provide different advantages for the company to achieve the main campaign goal.

Pixel-based retargeting is a way to show the products to people who have visited the website. I believe that this is the most commonly used retargeting method. When someone visits the website, the user runs an unnoticed JavaScript and a cookie is placed on their computers. When they leave the site, cookies identify the platforms where certain ads are shown.

The advantages of the use of pixel-based retargeting can be timed. Because website visitors encounter the products in a very short time, these people especially need to see the products that the company is interested to advertise.

The list-based retargeting works through contacts whose contact information the company already has. After they upload a person's email address to the system, Facebook will detect their profiles and show them your ads.

Although less used, list-based retargeting ads have a higher conversion rate, because the people who see the ads on are not based on a one-time behavior, but on an interaction.

On the other hand, if they use another email address on Facebook, they won't see your ads. Research shows that this situation is frequently met. The disadvantage for this method is that the marketer should deal with it in person to expand and maintain the list, and does not automatically process it as pixel-based retargeting.

The main purpose of the retargeting campaigns is to create awareness and transformation:

#### Awareness

Awareness campaigns can be used to encourage the website visitors to show interest and to keep informed of products, features and announcements that they think will be of interest to them. Pixel-based ads will be more effective in this regard.

The content Devolli provides to a user who has not interacted with their brand with awareness campaigns is not always targeted correctly. They're not in a specific database. They're likely to experience a lower clickthrough rate than other campaigns.

Nevertheless, as the goal is to inform the potential customers of the brand, it is important not to wait for the advertisement display to result in a purchase. These campaigns will usually support the main campaign to increase the conversion rate later.

#### Transformation

Transformation is when people click on the ad to move on to the next step and perform a pre-determined action. For example, clicking from the ad and completing a form that appears on the arrival page shows that the conversion has occurred.

The company can create conversion campaigns in different ways. With a pixel-based campaign, they can get potential customers, list-based campaigns and appeal to people interested

in the brand. It is much more likely that a user who has previously spent time filling out a form is more likely to shop than just visit the website.

Retargeting platform and tool identify

Obviously, there are several options for the retargeting work. Numerous third-party platforms are available for retargeting on the web and social media. PerfectAudience, AdRoll, Retargeter, Bizo stand out among these options. The company can also do retargeting via Facebook, Twitter and LinkedIn.

Social media retargeting is better for users to share and interact with. Also, on these platforms, people see the ad shared by a real account, and this will be more impressive than a banner.

For Devolli to do this, they need to use these tricks for creating a retargeting conversion campaign in Facebook:

1. Create a list
2. Upload the list to Facebook Audience Manager
3. Set the Destination URL
4. Divide ads into sections
5. Set the budget
6. Create the ad
7. Follow the process

Instagram

The number of Instagram users has increased significantly recently, just over 700 million, thus offering a significant audience to advertise. Instagram is linked to Facebook, facilitating the process of creating ads and using Facebook's targeting data. Instagram is more effective and time efficient than any other social network.

There are several ways Devolli can advertise on Instagram:

- Instagram Video Ads - Creating a video for up to 60 seconds to introduce the business or products.

- Instagram Photo Ads - Advertise the business through an image, the fastest way to attract attention
- Instagram Carousel Ads - Use some images to provide more information
- Instagram Stories Ads

Via Instagram, Devolli can:

- Create Custom and Creative Photos

The best way to influence users and keep track of the account on Instagram is through creative, private, and fun sharing. By using the editing feature and filters offered by Instagram, they can also share fun pictures with different titles. They can differentiate their company and products by bringing together different photos which may be related to the product or institution.

- Interact with Followers

I have already shared that it is an indispensable and essential element of social media to interact with followers. At the same time, while developing a marketing strategy on Instagram, as a golden rule, we must come to the top of our strategy. If one of the followers labels the company or the products in their posts or comments in the comment section, this is one of the opportunities that cannot be missed if we start interacting with them. This will allow Devolli to share the likes of their followers' liking, sharing their comments or re-sharing their shares in the company's account. In general, communicating with the followers will make them happy, so the company or products will be loved and favored by them.

- Using Hashtag

Hashtag is one of the most important features of Instagram. Thanks to the use of Hashtag, Instagram users will find Devollis account and products in Instagram more easily. They should try to use the current and popular hashtag in their posts. But do not overestimate the use of hashtags. If they organize a campaign or contest in Instagram, they must create creative hashtags along with the company or brand name (e.g. Prince). Using Hashtag will also give users an opportunity to show how they use the products on a daily basis.

- Contests

By organizing a contest on Instagram, Devolli can increase the number of followers more quickly. They will be able to draw the attention of the followers and other users more quickly thanks to the competition they will organize and the product they will end up with. As I

mentioned above, creating a special hashtag for the competitions so that only those who will use this hashtag will be able to share the shares, while millions of users will see the shares very comfortably. It creates a chain effect when the followers make a share promoting Devollis products. They will share their post with the followers, so they will share the same post again on their Instagram account. They will continue to follow Devolli, even if they don't win the gift.

#### - Follow Professional Accounts

Another way to understand what can be more successful in the company's posts is to understand how other accounts that make successful sharing in Instagram do the best they can. Devollis staff can examine the accounts of companies such as Starbucks, Nescafe, Costa Coffee, Keurig, and see how they apply the topics mentioned above and how they promote their products.

#### Google AdWords

Using Google AdWords provides a more transparent way to measure performance, Devolli can see what works and what it does, by studying reports about key words that are generated in real time. The benefits coming from Google depend on the budget they are willing to invest; this is very effective for businesses who want to have a quick income.

AdWords offers many options to create the ad:

- Use key words in order for the ad to appear to people who are seeking a similar service to Devolli (such as coffee, instant, taste, quality)
- The ability to add images, contact details or links
- Choice of audience based on location, time of day, language or type of device being used by the client.

Devolli can reach more people through Google using Pay Per Click (PPC) - By paying a fee for each click Devolli receives on another (related) site, the other site generates revenue, which depends on the amount invested for this click, and Devolli gets more visibility.

#### Search Engine Optimization (SEO)

SEO is a methodology of strategies, techniques and tactics that are being followed to increase the number of visitors to a website, thus gaining the highest level of search engine rankings

from search engines, including Google, Yahoo, Bing and others. SEO helps ensure that a site is accessible from the search engine and improves the changes that the site will find on the search engine itself.

Search engine marketing serves to increase website visibility in search engine results. Search engines display sponsored or organic results based on the required term. Search engine marketing includes all of the advertiser's actions to make Devolli a more visible page for certain terms.

The main purpose and successful delivery of an SEO is that the website appears at the top of the Search Engine Results Page (SERP) or minimum in the top 10 sites if there is a lot of competition, because according to statistics, 80% of users read only 10 results before the search shows, that is, just the first page and only a 20% goes on 20 and 30 or so, so on the 2nd or 16th page.

The first information that improves your site in search engines is keyword research, namely search, verification, and analysis of which keywords match the theme of your site. Based on these search seo seekers will choose the right keywords to attract targeted traffic to your site.

The next step is to create On Page SEO. This process is related to site design, web titles, Meta tags and the regularity and repair of the entire site so it becomes SEO as friendly. If the site is well-structured, with a simple coding, the indexing process will be done many times faster.

Continuing the On Site SEO process of the site needs to become a Content Enhancement, it is a factor that means creating a new ready-to-optimize traffic that we also target for tactical content updates for existing sites, because all search engines prefer fresh and refurbished content. Search engines give great importance to unique and original articles, and as the original article, it is the one that has the greatest weight.

Link Building and Link Popularity is also an energetic SEO that deals with some of the actions that relate to the links to the site's content on other sites that are popular, have a similar article to Devollis website and match the topic. This process is very important and an ingredient for SEO. 75% of the achievements at the top of the search engines is a close-knit factor with On-Page factors such as content optimization, Meta tag optimization, and so on.

The next step for SEO is the appearance of the site on major search engines like Google, Yahoo, Bing, and directories. The website must be submitted and registered on a variety of search and cataloging engines, as this ensures proper and regular indexing of the website, so all relevant sites are recorded in the search engines' largest search databases.

Last but very important steps for site retention are constantly on top of the search engines but also for further improvement of this is the monthly site monitoring and reporting (Reporting). Search engine algorithms constantly change and evolve, so continuous monitoring and SEO support is indispensable.

### Email Marketing

Email Marketing is a commercial marketing message addressed to a group of people using email. Usually include emails that have new ads on business or company products. This creates loyalty and credibility to the company.

Email Marketing is the act of messenger commercial messages, usually a group of people, using email. Usually involves using email to send ads, search for business, promote sales or donations, and means to create loyalty, credibility, or brand awareness. Email marketing is often reported as just the second to seek marketing as the most effective online marketing tactic.

Email marketing is considerably cheaper and faster than traditional mail, mainly due to the high cost and time it takes for a traditional mail campaign to produce artwork, printing, addressing, and mailing.

Data collected from testing on the email channel can be used across all of the marketing, print, and digital marketing channels. Advertisers can reach a significant number of email subscribers who have chosen to receive email. Almost half of Internet users control or send emails on a typical day by email sent between 1 and 5 local time, exceeding those that are sent at the opening times and clicks at other times. Compared to standard emails, direct email marketing produces the highest response rate and the highest order average value for e-commerce businesses.



## Display Marketing

Display Marketing is a type of advertisement that appears in these forms: text, logo, photos, animations, videos, maps etc. It is used to promote the product or company. Its main advantage is targeting the audience according to objectives, gender, age, etc. It is a variety of paid online ads. It is usually designed as a shape or a photograph. It does not exist in search results.

Digital marketing communication sector continues to grow in double digit numbers. This growth is also increasing the importance of advertising in digital space. In traditional media, we're slowly leaving ads.

While browsing web sites, display ads in banner areas of different sizes are shown. In fact, although it enters into our lives to create brand awareness, it has started to be used slowly, in order to make presentations, to fill in forms.

Devollis display advertising potential customers also will help them create awareness first. Then, respectively; the customers take interest, take it into consideration, purchase takes place and most importantly, loyalty is ensured.

Display ads are priced per thousand impressions (CPM). The price is more suitable than search ads. Instead of finding customers by calling them, we can reach the potential customers who are interested in the product with display ads.

## Content Marketing

Content marketing is a type of marketing that involves creating and distributing publications to get more customers. This information can be in different formats such as news, videos, letters, e-books, infographics, scientific studies, guides, questions and answers.

The content strategy takes its final form through several long-term stages. It is important to choose the most natural content that can affect the customer in terms of brands. Although customers have different expectations from each other, the content marketing strategies of the brands take their final form through the following stages.

The actors for content marketing should be identified. First of all, the company needs to decide on which channels to deliver the content to the consumer.

Communication language should be simple, understandable and professional. It is known that people don't like to read ads. For this reason, the content we prepare will have to be acceptable and interesting.

The type of content to use should be determined. We must identify one or more of the kinds of visual, written, audio content.

People who can produce remarkable content should be hired by the company. Content writing has become a profession in recent years; it is a job that wants professionalism, just like writing. Authors who have innovative ideas and who can create emotional connections with customers by creating content that is different from advertisements will affect the success of the marketing strategy.

It should be determined who will contact the customers on behalf of the brand or business. Content marketing is not a one-sided, but double-sided interaction. For this reason, experts who are in charge of the content and who have detailed information about the brand and product should clear the question marks on customers' minds. Content should be prepared and published in digital media.

Search engines, blogs, social networks and forums as much as possible, should attract customers to share the content. At the same time, this is also related to SEO and SEM marketing. To summarize briefly search engine visibility, content keywords should be optimized. The success of the content should be measured and analyzed.

## **2.5 Target Audience**

The rapid development of technology and new ways of participation made possible by web 2.0, Wi-Fi, smart phones and numerous alternatives offered by the media to interact with, have brought increasing audience response to advanced technology and so, towards engaging with the media, thus, towards participation.

This campaigns target audience is the audience that can participate and relate to the message that we are trying to send. They basically need to be coffee drinkers who are in need of instant and qualitative coffee to give them energy to go through the day. Instant coffee, due to its convenience, it is a quick solution for people who want to enjoy it anywhere they are, inside or outside of their home, at school or at work; and accordingly, it targets each of them in different ways.

Potential target segments:

1. Students ages 15-23, busy lifestyle, potentially living in big cities. Timewise they would be targeted during the exam periods, but they are considered medium loyal customers and light users.
2. Young professionals ages 23-31, busy lifestyle, very inspired and outgoing. They are considered regular coffee users, especially in the morning and they should be targeted with the quality of the product more than the convenience.
3. Managers/Senior professionals ages 46-60, married with/without children, working long hours. They are regular/heavy users of coffee during the day and the quality as well as the efficiency of the product is their priority.

#### 4. SPECIFIC ANALYSIS

Marketing management begins with a complex analysis of the enterprise situation. The company needs to analyze its market and its environment to find attractive opportunities to avoid the risks that come from this environment. It should analyze the strengths and weaknesses of the enterprise and analyze the opportunities it can use in the future. Marketing also provides data for other management functions.

Usually companies operate in a complex marketing environment, which consists of uncontrolled forces, which the enterprise needs to adapt. The environment as such offers favorable and unfavorable situations for the company. The company needs to carefully analyze its environment in order to better avoid risks to its threats and to make better use of the opportunities offered to it.

The marketing environment in company includes forces that are close to the company itself, thus they affect the company's ability to serve its customers, then the departments of other companies, distribution channels, suppliers, competitors, and large-scale measures. It also includes wider demographic and economic forces, legal and political forces, technological and ecological forces, and social and cultural forces. In order to be able to cooperate more effectively with customers, with others within the enterprise, external partners and the market around them, responsible marketing people should take all these forces into consideration during the development and positioning of the target market.

Currently, the environment in which Kosovar enterprises develop their activity is very unfavorable and discouraging for their work. In Kosovo, there is still a lack of drafting a strategy for the development of small and medium enterprises, which will be a challenge for Kosovo institutions, respectively for relevant ministries. The establishment of this strategy, the implementation of trade agreements and the completion of legislation are three main elements which should be in the function of protecting, supporting and stimulating domestic production, which are currently in disadvantaged positions as a result of unfair competition, which is caused in the Kosovar market.

Most domestic producers place their own products in the Kosovo market. Based on the price analysis of domestic products, about 80% of Kosovo products have higher price than imported ones. This is precisely because of the high cost of domestic production resulting from the application of high customs tariffs on import of raw materials and tools, lack of electricity and old technology.

### 3.1 SWOT Analysis

One of the most important analyzes the company conducts in the field of marketing is the so-called SWOT analysis. SWOT analysis represents an enterprise self-esteem on the company's internal strengths and weaknesses, and on external risks and opportunities. SWOT analysis can be done at the enterprise level, at the business unit level or at the level of the particular product.

Digital SWOT Analysis is a strategic analysis that helps to identify the strengths, weaknesses, opportunities and threats of the brand on online platforms. With this process, the company has a better idea of how strong the brand's online stance is and what opportunities the company might have to develop. This process helps to better optimize unused resources and the entire online presence. The threat part of the process provides competitive analysis and prepares the company for threats from internet dynamics and competition, such as Google algorithm updates.

SWOT analysis examines the company's (internal forces) strengths (S), and weaknesses (W) to cope with the business situation as opposed to the competition. Moreover, the SWOT analysis describes the options (O) and threats (T) the company can face (external forces). When preparing the SWOT analysis, companies need to evaluate the functional areas that will be examined and tested by customers, such as finances, people, processes, whole marketing, etc. Once the SWOT analysis has been prepared, the company itself should plan the next steps including reinforcing and protecting the strengths, reducing the weaknesses and turning such weaknesses into strengths. Opportunities should be found and used; threats should be observed and negative effects should be reduced or avoided. In general, this should be developed in the company's action plan.

In general, SWOT analysis can be organized in three steps:

#### Step 1 - Strengths and Weaknesses

The analysis of successes and weaknesses is an internal examination that focuses on current performance, current strategy, resources and skills.

Some of the Strengths of 'Devolli Corporation' in general are in these areas:

- People (Human Resources)
- People and Skills
- Personnel development

- Infrastructure (Buildings and Equipment)
- Processes (like quality, finances, etc.)
- Financial resources
- Governance
- Management / Leadership
- Personnel development
- Communication
- Products
- Customer loyalty

The best way to identify the digital or online strengths and weaknesses is to organize a group session of the situation analysis. Initially, the group learns about the areas to be analyzed, some of which are given above. Once an agreement has been reached on the areas to be analyzed, the orientation questions for identifying successes and weaknesses should be defined:

#### Strengths

This should be marketed around two concepts: satisfying the need or demand of a specific target audience and doing so with a unique selling benefit. This requires conducting focus groups and surveys of potential customers and a thorough examination of the competition. The strengths might include the price, perceived value, customer service, unique features etc. Marketing messages should communicate the unique benefit, rather than just the company's features.

What do we do well? Is there something we do better than other things?

#### Weaknesses

What needs to be improved? What We Do Not Do Good? What should be avoided based on the mistakes of the past?

#### Step 2 - Opportunities and Risks

An analysis of opportunities and risks is done by examining the external factors affecting the issue of interest to us. Opportunities are potential future successes, while potential future vulnerability risks should therefore be carefully identified in order to be included in the planning. Usually, opportunities and risks are required in these areas:

- Demographic data

- Economic factors
- Political and legal factors
- Social factors
- Environmental factors
- Technology
- Culture

The methodology is very similar to the one described in Step 1 with these orientation questions:

#### Opportunities

Where can we find or create competitive advantages? What are the factors that positively affect the company's initiatives?

#### Risks

What are the obstacles to implementing the plans? Are there any changes that may occur in the future and jeopardize the position?

#### Step 3 - Review the SWOT matrix and draft action plan

The SWOT matrix should be carefully reviewed to avoid contradictory or repetitive statements. The "cleansed" matrix provides a basis for defining activities. Once the final SWOT matrix is produced, it serves to make a description of the current spell, or to define activities to improve the situation in certain areas. In summary:

- Strengths must be preserved, upgraded or benefited from them.
- Weaknesses must be corrected, changed or stopped.
- Opportunities must be handled with priority, upgraded and made to be optimal.
- Risks should be countered or minimized and managed.

Orientation questions can be formulated in this way:

1. How to Use Each Success?
2. How to stop each weakness?
3. How to Benefit Any Opportunity?

#### 4. How to Protect From Any Danger?

This process should result in a meaningful set of potential activities that can easily be translated into a timely and costly plan.

#### SWOT Analysis for Online Advertising Campaign of Devolli

##### Strengths:

- Good brand recognition
- Successful campaigns
- User friendly webpage
- Loyal customers
- Easy to target and reach more audience at a cheaper price
- Easily customized campaigns
- Connect people at a larger scale
- Saves a lot of money as compared to the traditional way of marketing as it is cheaper and efficient.

##### Weaknesses:

- Non-existent marketing strategy
- Low to none online presence
- No internal marketing personnel
- Non-experienced staff (online marketing)
- Limited budget
- Limited agility or resistance to change
- Limited access to skills
- Keeping pace with new trends and technology

##### Opportunities:

- Targeting new customers
- A gap in the market
- Extensive reach via social channels
- A good relationship with a publicity source



- Access to a new marketing tool and technology
- Increase the reach of the brand, therefore, leading to direct profit

Threats:

- Competitors in the market
- If it doesn't work perfectly then chances of back fire is higher i.e. it might damage the brand name
- Due to ever changing trends of different marketing trends, continuous awareness is required
- Analyzing the data in a wrong way can lead to damaging results which is found in a lot of companies
- High chances of failure of digital marketing campaigns because of confusion due to the availability of many different marketing options
- Need of deep understanding of changing human behavior and requirements

### 3.2 PEST Analysis

PEST is an abbreviation for Political, Economic, Social and Technological factors used to evaluate a strategic plan of the organization. PEST analysis is a planning tool or analytical method that helps to analyze and understand the external environment in which the organization operates, how it changes the environment and the potential effect of those changes. Information obtained during PEST analysis can be from multiple sources. In planning sessions, we should ensure that all stakeholders are represented so that the external environment analysis is comprehensive and all factors are foreseen. Also, the PEST analysis is part of the strategic planning area, i.e. it is one of the first strategic planning steps related to the analysis of the situation.

Before developing a policy, regulation, work strategy, or any action that changes the organizational situation, it is important to "scrape" the external environment. This can be done through PEST analysis, i.e. Measuring Impact of Political, Economic, Social and Technological Forces in the Organization. These forces are constantly in a state of change. The organization should have a proactive approach to anticipating these changes and avoiding reactive alternatives and improvisations all the time.

### Political factor

Political factors include regulations and legal issues that define the formal and informal rules on the basis of which the organization operates. Political stability or political changes are linked to changes in government influence and can be of utmost importance to the organization. For example, changes in government priorities may be either positive or may charge the administration of the organization to the extent that it cannot produce the right quality. Political changes are also closely linked to legislative changes. Laws are updated all the time in various areas such as in that of protection, environment, health, safety or employment. Thus, political factors can create advantages or opportunities for the company.

In the political aspect, Kosovo is organized as a democratic and multi-party system, dominated mainly by 4 political parties on national level. After the last elections in 2017, we can tell that there will be changes and improvements of the political scene in the country. We can conclude this, since in many municipalities, political parties that were governing for years and years after the war ended, lost the elections as a punishment of not fulfilling their promises to the citizens, and were replaced by new political parties, who simultaneously won more seats in the parliament.

In the financial sector, these changes might be very positive, since new governing parties are expected to bring a more stable economy and the citizens' expectation for a better future may impact the spending mood. Compared to the post-war / the first years of the independence, Kosovo has come a long way when speaking about the legal infrastructure. In majority of the cases, Kosovo's legislation is in accordance with the international legislation. It may not be as detailed in many cases, but in general it tends to adopt the practices of developed countries.

Although, the registration of a business is fairly easy, the Kosovo trade policies have been discouraging for the local producers, by not offering support with the state policies. These policies need to be improved a lot by the government, since the support is low and there is no space for improvements for the moment. High unemployment rate, lack of local production and the negative market balance are few of many problems that the government need to work on urgently. Another problem is the VAT refund. When a company requests the VAT re-imburement from the Tax Administration of Kosovo, tax audit by the agency of Kosovo is guaranteed. The process last for years without the support of logical laws, business support and logical approach to solving the problems of stimulating the economic development.

The expected changes would enable the politics to give more attention and their focus to the economic development and welfare improvement. On international level, Kosovo would be seen as a country with defined political issues, and foreign investors would feel more secure to invest and not constantly expect issues that would stagnate the economic development of the country.

#### Economic factor

Economic changes are closely related to social ones. The economy is perceived by a series of fluctuations associated with the rise and fall of economic activity. Other economic changes can affect the organization in the form of tax and tax changes, salary heights, consumer basket changes, inflation, etc. All of these have an impact on the economic power of the families. Organizations should be encouraged to increase their action when economic conditions are favorable.

The general economic situation is challenging with a very high unemployment rate. Kosovo's gross domestic product expanded 3.8 percent year-on-year in the fourth quarter of 2018, following a 3.4 percent growth in the previous period. Government expenditure rebounded (1.1 percent from -4.6 percent in Q3) and net trade contributed positively to growth, as exports increased 7.2 percent (from -8.0 percent in Q3) while imports rose at a softer 4.4 percent (from 8.4 percent in Q3). On the other hand, output advanced at a softer pace for gross capital formation (9.2 percent from 24.6 percent) and household's consumption (2.3 percent from 8.4 percent). Considering full 2018, gross domestic product advanced 3.9 percent, compared to a 3.7 percent growth in 2017. GDP Annual Growth Rate in Kosovo averaged 3.72 percent from 2006 until 2018, reaching an all-time high of 10.90 percent in the first quarter of 2011 and a record low of -4.50 percent in the first quarter of 2012.

Kosovo continues to have a very high trade deficit compared to the countries it is having trade with. This is considered as 'export of money', since through import a lot of money is getting out of Kosovo. The continuation of this situation is being enabled by the financial assistance that Kosovo citizens are taking from family members living abroad, otherwise, living with the lack of cash and having the drastic decrease of the purchasing power would be impossible.

Kosovo has a very suitable climate for the development of agriculture, mining and minerals, tourism and development of the production sector. Foreign investment in manufacturing will help the economy by giving a chain effect in the development of the economy, and in the

same time would be even more profitable for investors. According to the customs data, it can be seen that products are deficient and can be produced in the country. The citizens are aware of the effect of shopping for local products, specifically looking for the place of production, price and quality. However, the mentality of the foreign (especially Serbian) products being higher in quality is still present, but slowly fading. Recent increase of tax for products imported from Serbia to 100% led to a big decrease in the sales of these products, and the placement of the country of origin flags near the products in supermarkets, led to an increase of sales in the domestic products.

Applicable taxation in Kosovo is one of the main advantages to attract foreign investors. The tax rate on profit is 10% and the company is not obliged to pay any tax if it is not making profit, and can deduct all the losses of the previous years in the calculation of profit tax. VAT is deductible if the company makes prepayments of VAT. Income tax is a progressive tax; 0 to 85 EUR is 0%, from 81 to 250 EUR is 4%, from 251 to 450 EUR is 8 % and over 450 EUR is 10%. Non-primary salaries are taxed on 10% and pension contribution is divided to 5% for employee and 5% for employer.

#### Social factors

Social factors include demographic and cultural aspects of the macroeconomic outlook. Social factors are linked to patterns of behavior, tastes and lifestyle. Change in behavioral patterns and change in the way of life are the most important component. The aging population structure also varies in time (currently we have a new population). Social forces affect our attitudes, interests and opinions. Depending on this, the stakeholders interact in different ways with the organization. An understanding of social change gives the organization a better picture of how best to position society.

Kosovo is a small country in Europe with a total area of 10,908 km<sup>2</sup>. As of 1 January 2019, the population of Kosovo was estimated to be 1,809,280 people. This is an increase of 0.06 % (1,085 people) compared to population of 1,808,195 the year before. In 2018 the natural increase was positive, as the number of births exceeded the number of deaths by 4,340.

Kosovo is a rural country with 53% of agricultural land, 41% of Kosovo land is forest land, 1% of Kosovo land surface is water, 5% is of other surface (traffic ground, urban, and other). Kosovo has a high rate of increase in population, which regardless of the trend in recent years shows a declining tendency in relation to the data prior to 1999. In Kosovo in 2012, 27,743 children were born, 7,317 people died, natural increase was

20,426, and there were 17,169 marriages and 1,328 divorces. Based on trends, it can be said that the natality will continue to fall in the general level but not drastically decrease. The decrease of natality is expected since the awareness and the living concept has changed, the living standard has developed, as well as migration to other countries and many other factors which determine the coefficient of natality. Changes in generations, in lot of cases can affect the decrease or increase of the demand, depending of perception that they may have on a product.

Based on statistics, we can see that people aged between 45 and 54 years old are the most employed group in Kosovo, while those between 15 and 24 years old are the less employed group. According to the statistics there is an interesting fact: more than  $\frac{1}{4}$  of the employed people have an education to the tertiary level (Statistical Agency of Kosovo, 2018).

Unemployment in Kosovo is in a high level with available and educated working force. It is believed that in some specific sectors which are not developed in Kosovo, there is a lack of the experience, but generally, the working force is well prepared and ready to learn.

Kosovo consists of a population open to new cultures, changes and different religions, but nevertheless, the investments that generate employment are lacking, therefore the high level of unemployment continues to be present. Referring to the Statistical Agency of Kosovo, regarding the unemployment in Kosovo, we have these data: the level of participation in the working force 36.9%, the inactive rate 63.1 %, the unemployment rate in total 30.9 %, male unemployment rate 28.1 %, female unemployment rate 40.0 %, youth unemployment rate (age 15-24 years old) 55.3% (Statistical Agency of Kosovo, 2018).

Kosovo is a secular state, with 90% Albanians. The practiced religions in Kosovo are: Islamic, Catholic and Orthodox. But the religious differences are not a barrier towards applying any business since there is a significant religious tolerance. Potentially, the lifestyle may have effects on population growth, since we have an increase of the living standard which can be seen in clothing, the quality of nutrition, the way of the division of the expenses, the style of organizing the living, number of family members in a house and a lot of other factors.

Technological factor

Technological changes have also become extremely important in the world during this millennium. This is supported by the current conditions of contemporary communication technology. Database creation and electronic communication have enabled large amounts of information exchange and information disseminated at no cost to improve services. The organization should be aware of the latest relevant technology that influences its activity in order to improve its performance.

Kosovo has made a satisfactory progress towards technological development. In Kosovo enterprises, there are sophisticated software and information technological equipment that are being used in most of the developed European Union countries and the United States of America. One of the factors that shows the usage level of information technology is the rate of internet usage in national level and the level of possession of personal computers at homes. Over 72.1% of the population is using the internet at home including the urban and rural parts of the country, while, 55.15% of the population have at least one personal computer at home, 26.18% have two personal computers at home whereas, 11.98% have stressed to have three personal computers at home.

The information technology development seems to have its impact in the improvement and facilitation of administrative processes. Kosovo Government in cooperation with international organizations, in particular with USAID, has made investments on development of information systems which have influenced the lives of the citizens and companies operating in Kosovo.

Tax declarations can be reported online, credit registry is online, civil registry (birth certificate, marriage certificate, etc.) has been developed and is functioning online throughout Kosovo, vehicle registration centers and also many other systems that are at the conclusion of functionalization. With the business registration you take the business certificate at the same time as new business will take fiscal number, which is automatically registered in TAK – Tax Administration of Kosovo. I would say that there are made a lot of developments which have had positive influence in the life of Kosovar citizens.

Kosovo as a state welcomes the new technology and putting in production technology which will enable increased efficiency. The Government of Kosovo, with the aim of

support and stimulation of domestic production and technological development has provided the opportunity to all manufacturers that the machines for manufacturing be exempted from customs, which is 10% on all imported products.

Financial sector industry is among the industries that invest mostly in information systems, software and technological equipment. Almost all banks are seeking to increase efficiency and cost reduction in all areas, but it is not expected to have any technological development which will have a radical change in the industry or even in our company. With the technological developments in Kosovo, changes in the quality of the services are seen too. The positive effects as a result of technological development in the field of electronic communication and in banking services such as bank transfers, online payments and a lot of other fields will continue to be emphasized.

### **3.3 Competitor Analysis**

Competition analysis as part of the analysis of the situation is a continuation of the category analysis, dividing the category activities into individual brands and companies. This analysis requires answers to questions such as:

What are the strongest brands in the market? Why are they strong? In what areas are these weak brands - packaging, communication, distribution? How much do they spend on communication and what media do they use most often? What are their pricing and distribution strategies?

The biggest competitor of Devolli Prince Instant coffee is Nescafe 3in1 without a doubt. This product is not only marketed everywhere and very easily accessed, but also highly demanded by people in general. Nescafe's brand value is more than 17 billion US dollars and it also has a strong financial backing and available resources. It is considered one of the most qualitative products on market due to stringent quality control techniques and developing strong relationships with customers. Their promotional campaigns have always been very popular and they have gained visibility very quickly. Their advertisements are meant for common people and resonate with daily problems, which is exactly what Devolli need to focus on with this campaign. Lastly, Nescafe's advertising jingle is one of the most loved ones among the general public.

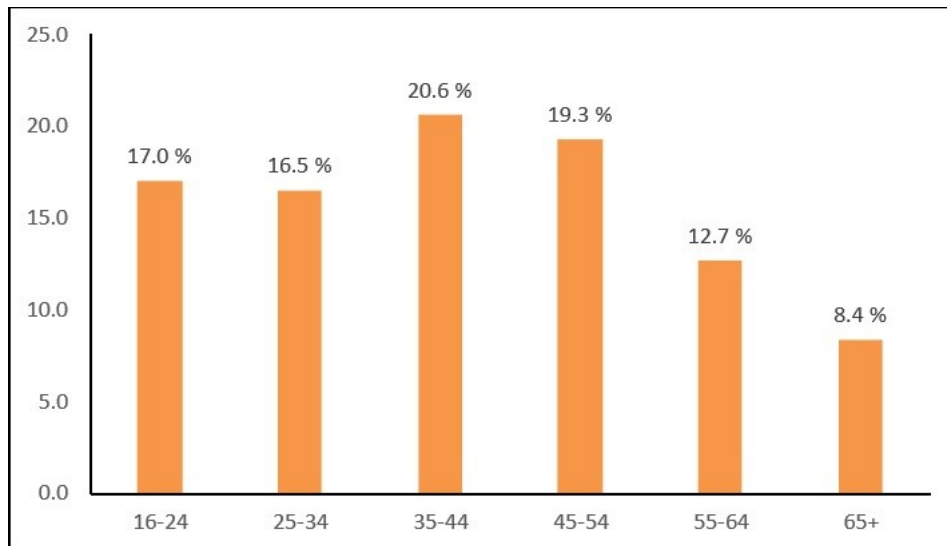
### 3.4 Current situation

#### 3.4.1 Internet Users in Kosovo

According to Kosovo Agency of Statistics (2018), 93.2% of households in Kosovo had access to internet at some point from any device. Compared to 2017, there was an increase of 4.4%.

The rapid development of the use of Information Technology and Communication is also evident from the results of the 2018 ICT Survey.

The data in this graph shows Internet users by age group, where age groups with 20.6 percent are aged 35 to 44.



Graph 1.: Internet users in Kosovo by grouped by age  
 Source: KAS ICT survey 2018

Internet users by gender are men with 59.23 percent and women with 35.36 percent of users. 93.2% of households who had access to the Internet via Fixed Line and Mobile, 90.2% were served with fixed line, while 24.6% with mobile line.

The data indicates intense use of the Internet. 87.7% of individuals who used the Internet during the three months prior to the interview, while 10.6% of individuals stated that they have never used the internet.

Of the 87.7% of individuals who used the Internet during the three months prior to the interview, 82.5% used the internet every day or almost every day.



Internet usage of 82.5% of individuals who used the Internet every day or almost every day, where 72.4% used the Internet several times during the day.

84.9% of individuals have used the Internet over the past three months from mobile phones.

75.1% of individuals who have used the internet far away from home or work over the past three months from mobile phones.

Every fifth person used the internet for private purposes for activities such as public services, government agencies or administrations over the past 12 months.

16.9% of individuals have recently purchased or commissioned goods or services for private use via the Internet.

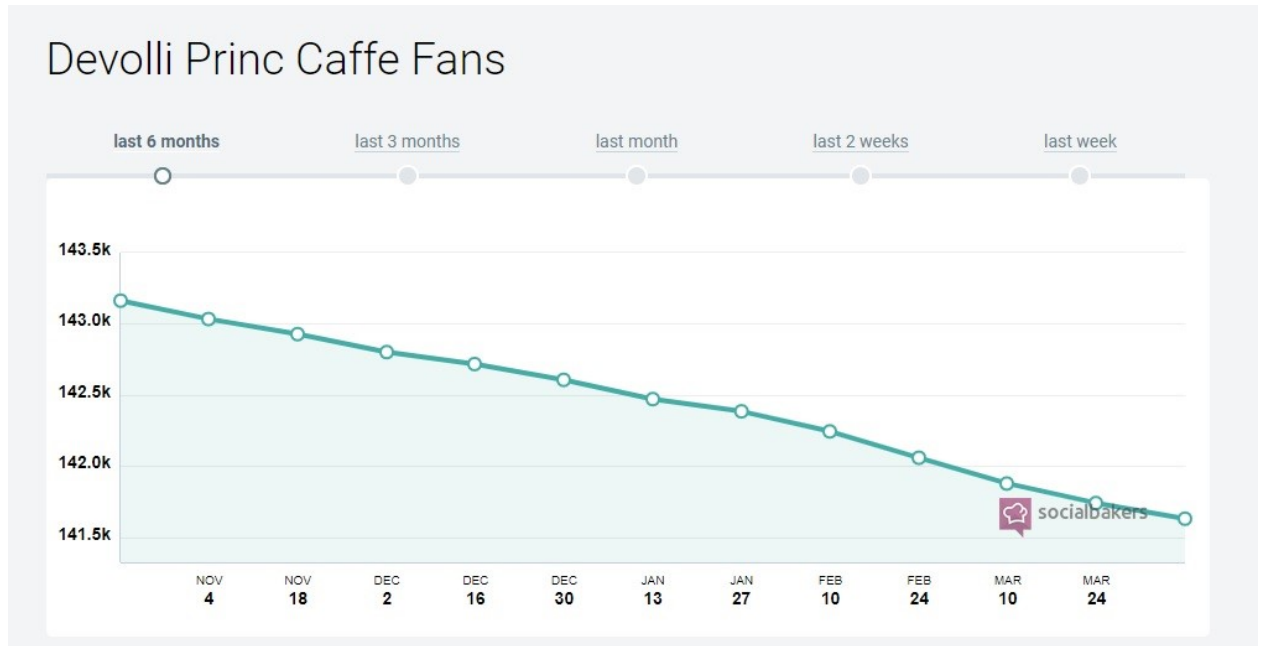
79.9% used the smartphone for private purposes in households in 2018.

### **3.4.2 Current Online Presence of Devolli**

Currently, Devolli has three webpages:

- devollicorporation.com – focused on products of Devolli (such as coffee)
- devolligroup.com – focused on the production part of Devolli, and their branches
- devolliprinccaffe.com – dedicated to their Devolli Prince Coffee

They also have a Facebook page created on 2012, with 127K likes, where they share most of their TV commercials as YouTube video links. According to the statistics seen below, this page is not doing well. They keep losing likes and followers, the graph below shows that over the last six months, they lost around 1.5K fans, around 275 per month.

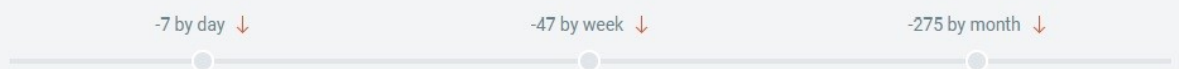


Graph 2.: Devolli Princ Caffe Facebook statistics

Source: Social Bakers processing on Facebook data



### Devolli Princ Caffe Fan growth



Graph 3.: Devolli Princ Caffe Facebook statistics

Source: Social Bakers processing on Facebook data

They also have a separate Facebook page for their Devolli Prince Caffè created in 2008, with 141K likes, where they advertise their coffee products.

As for Instagram, they have one account with 876 followers, called @devolli.princ.official.

### 3.5 COST-TIME-RISK ANALYSIS

#### Time Analysis

This chart can be used for the time analysis. This way we can see:

- What the various activities are
- When each activity begins and ends
- How long each activity is scheduled to last
- Where activities overlap with other activities, and by how much
- The start and end date of the whole project

The advertising campaign will start on the 1 September 2019 and will last for a whole year, until 31<sup>st</sup> of August 2020, with the possibility of extension. These dates are the most accurate ones, if we want to achieve our objective of targeting students (academic year) and working professionals (after summer holidays). However, in order to be able to do that, some activities need to start earlier. The completion of these activities needs to be before the actual start date of the campaign. Contracting the production company, who will cast the actors, shoot and edit the videos has to be during July and August of 2019.

Web Assets, or the tools that are going to be used during the campaign, such as PPC and SEO need to be created during August 2019, reviewed on the 6-month mark on January and February of 2020 and revised (as needed) during July and August 2020.

Devolli needs to hire a PR & Marketing assistant on July 2019 (or even earlier if possible) and train their internal staff before the campaign starts. This manager then will be able/responsible to automate and integrate the newly developed strategies to the long-term plan by the end of this campaign.

The PR & Marketing manager will also be responsible to expand the social media presence as well as engage the audience with them, create the missing profiles and last but not least, measure the success, review and recommend according to the statistics during these 14 months.



### Cost analysis

According to the Ministry of Finance of Kosovo, Devolli Corporation's annual revenue is around 4,5 US dollars. Using a template provided by WebStrategies prepared to calculate how much a B2C company has to annually spend on Digital Marketing, these are the results that we have:

Your Annual Revenue:	\$4,500,000
Your Business Type:	B2C Service
Percent of Annual Revenue Generated Online:	0
How Many Internal Staff Are On Your Marketing Team?	0
View Budget Data As:	Annual

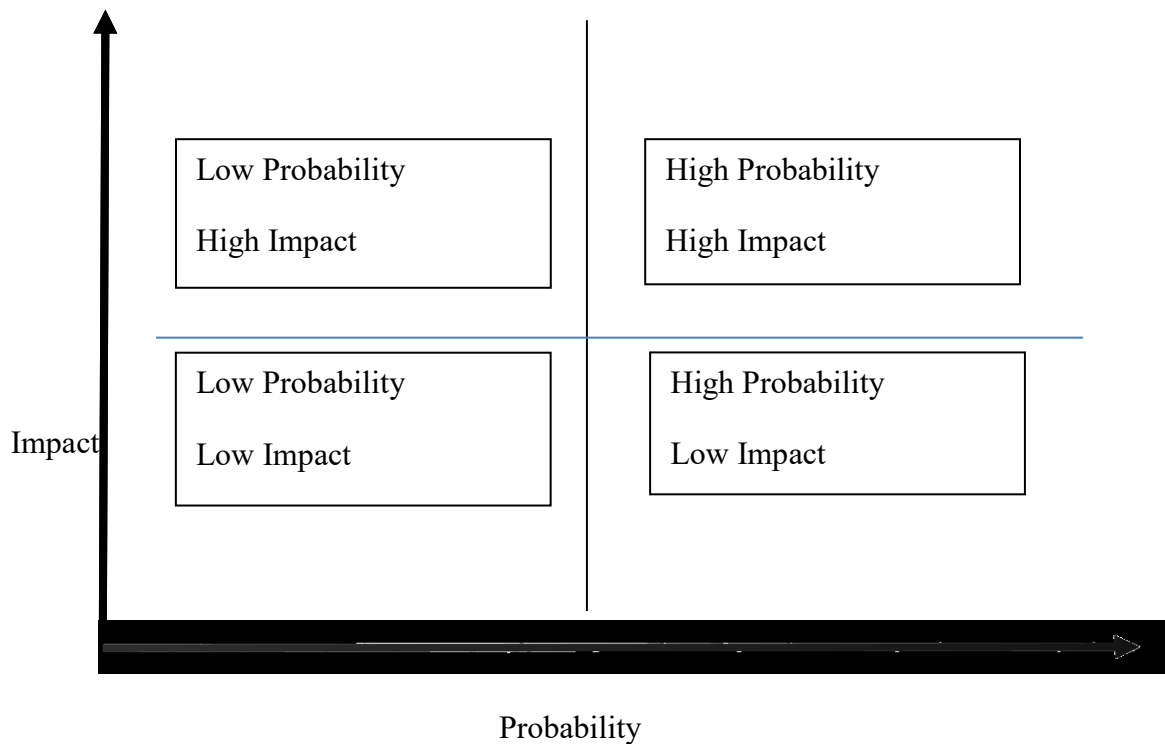
SUMMARY	LOW Annual	HIGH Annual
Total Marketing Budget	\$477,900	\$663,750
Digital Marketing Budget	\$116,130	\$310,635

DETAIL	LOW Annual	HIGH Annual
Search Advertising	\$17,419	\$46,595
Display Advertising	\$6,968	\$18,638
Social Advertising	\$11,613	\$31,064
<b>Online Advertising Total</b>	<b>\$36,000</b>	<b>\$96,297</b>
Email	\$9,290	\$24,851
SEO / Content	\$20,903	\$55,914
Management, Consulting, Training	\$33,678	\$90,084
Marketing Technology	\$16,258	\$43,489
<b>Total Digital Marketing Budget</b>	<b>\$116,130</b>	<b>\$310,635</b>

Table 2.: Advertising Campaign Cost Analysis

## Risk analysis

Risk analysis is done to understand how real the project is, so it is likely to be realized as planned. The risk analysis is applied in relation to the assumptions from this matrix.



Graph 4: Advertising Campaign Risk Analysis

For each assumption, we should evaluate two parameters:

- To what extent will the project be damaged if the assumptions are not proven true (in terms of "high impact" in the illustration)?
- How likely is the assumption not to be true (in terms of "high probability" in the illustration)?

For this purpose, the assumption "becomes" a potential danger.

So, example, instead of the assumption "The hired PR & Marketing Manager will be successful in his/her job." consider the potential risk "The hired PR & Marketing manager will not be successful in his/her job." Analyzing this statement in relation to the above structure, we conclude that there is little chance that this will happen, because there will be a careful

assessment of all the interested candidates and applicant, and the employee will be chose fairly depending on their experience, education and overall qualifications.

But if that happens, then the negative impact on the project will be big because the Marketing Strategy cannot be carried without a dedicated and responsible person in the company. This assumption is a category II hazard (little credible that can happen, but with great impact if it happens) and, as such, is acceptable to the project. However, it is suggested for the success rate to be very carefully watched and measured and if there is a delay or the strategy is not being implemented, the management has to take appropriate measures.

The risk analysis provides an estimate of the importance of the assumptions listed in the fourth column of the matrix. The greater the probability that an assumption may fail and the greater the alleged impact of this failure on project success, the more important it is to think of possible alternatives.

Assumptions that belong to the category of "high impact" and "high probability" deserve a little more time to think about alternatives. If such an assumption appears at the level of the project goal or general purpose, the company may need to think about an alternative project. In international terminology, these assumptions are called "murder assumptions" because they can completely destroy the project. Thinking about an alternative project does not necessarily mean that the existing project is abandoned. Assumption is just an assumption and, in spite of great influence and great probability, everything can develop in order. However, in such cases it is advisable to have a "Plan B" (or even "Plan C") if the worst scenario happens. It is superfluous to say that these alternative plans should be of the same quality (at least in terms of the matrix, if not in terms of the operational plan) as well as the original plan, and this should be taken into account when calculating the required time for this.

Other risk assumptions are:

Inappropriately set objectives – Low Probability, High Impact;

Wrongly set keywords – High Probability, High Impact;

Website Breakdowns – High Probability, Low Impact;

Incorrect Measurements – High Probability, High Impact;

Incorrect Optimization – Low Probability, High Impact;



## CONCLUSION

With all this information, we can make some generalizations about the near future of advertising as a conclusion. Visual advertising has reached a point where technical perfection and cinematic aesthetics are combined. The competition, selective audience and knowledgeable consumer trilogy require these short films to be complete in every way. Thousands of ads on the screen, outdoors, radio try their best to attract the target audience who will buy their products or services. For this reason, guerrilla and viral advertisements are a good starting point for advertisers. Based on the sharing statistics of guerilla and viral advertising, it can be said that these impressive advertisements have contributed to the efforts of brands to create emotional ties with the target audience. The guerilla and viral advertising will continue to be produced with even more original content.

On the other hand, the transformation of marketing does not end here. The world is digitalizing. Twitter, Facebook and Google are struggling to get a share of big budgets that previously were delegated for television commercials. As experimental marketing develops, it is much more important for customers and brands to come face to face and to have personal memories and experiences of the consumer about the brand. While customers are looking for ways to get rid of the message bombing they're exposed to, video ads and mobile ads that are now in our hands, are growing in our lives.

The most powerful aspect of the campaign is going to be the interactive connection of effective and powerful messages. By using the indicators to support the messages, the effect rate is going to be kept to the maximum level. However, the high budget of the campaign may create problems with implementation. Because the expectation of the company of course is to realize high impacts with low budgets. However, this understanding is far from modern digital advertising. Because the most important factor in reaching the target audience to take part in the media or organizations that can attract the attention of the target audience is high cost. Success is captured by the right media usage and effective notification channels.

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**LIST OF ABBREVIATIONS**

ITU	International Telecommunication Union
ICT	Information and Communication Technology
AMA	American Marketing Association
SEM	Search Engine Marketing
PPC	Pay Per Click
SEO	Search Engine Optimization
SERP	Search Engine Result Page
SEA	Search Engine Advertising
SWOT	Strengths, Weaknesses, Options, Threats
PEST	Political, Economic, Social, Technological
SAK	Statistical Agency of Kosovo
USAID	The United States Agency for International Development
TAK	Tax Administration of Kosovo

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